



## NORTHWEST WINE COALITION CANADA EXPEDITION - MONTREAL

This is a one day multi-faceted & inclusive event in a single location divided into four main components:

### 1. Mastering Oregon & Washington State 11:30am – 1:00pm:

- Stellar masterclass with 5 Oregon & 5 Washington wines
- Participation of 40 top-tier trade.
- Traveling through the Oregon hills, crossing the Columbia River, and into the stark terrain of Washington State, participants will go on a guided tour learning history, unearthing appellations, and discovering innovation along the way.

### 2. Trade Tasting 12:00pm – 4:00pm:

- The main event - a walk-around tasting featuring 40+ exhibitors
- Over 150 monopoly, trade and media will participate
- Participants discover or reacquaint themselves with Oregon & Washington producers and their stunning wines.
- New for 2022, there will be several booths dedicated to varietal comparisons

### 3. 'New to Market' Speed dating Seminar:

- Facilitates new producers' entry into our market and make real connections
- Beginning with a brief overview of our market and how it works.
- Following this, up to 20 Agencies who have expressed an interest will join producers to taste and talk through their wines

**Wednesday, June 8, 2022**

**Marche Bonsecours  
350 Rue St-Paul E  
Montreal, QC  
H2Y 1H2**



### 4. Consumer Event\*

- 6:30 to 9:00 pm

A ticketed event for 100+ consumer wine enthusiasts that will operate similarly to the trade tasting.

*\*\*Consumer Events will take place based on real-time governmental restrictions.*